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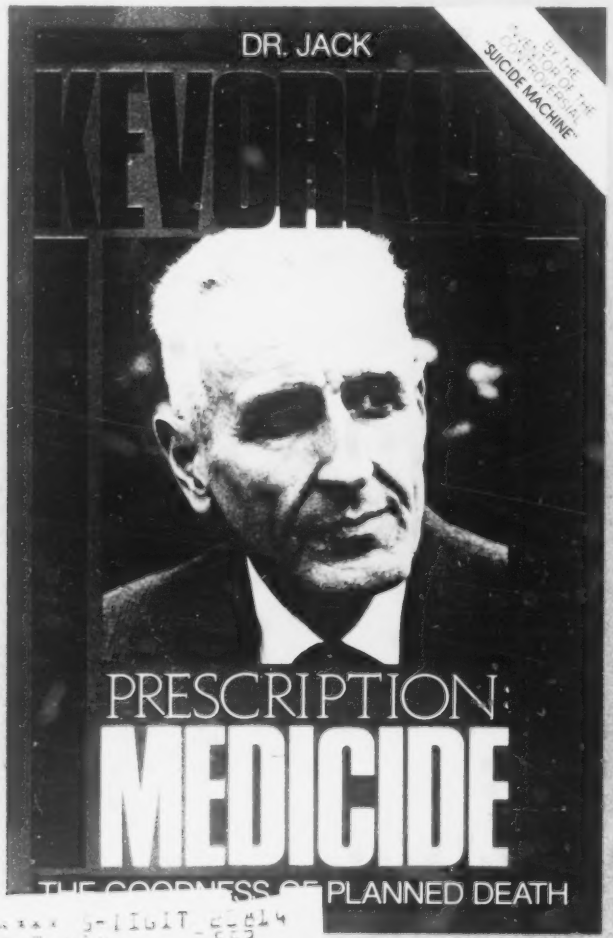

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EDITOR: MADALYNNE REUTER / ASSOCIATE EDITOR: CALVIN REID

Sequel Goes with the Wind Out of Stores

Demand for *Scarlett*, Alexandra Ripley's sequel to *Gone with the Wind*, was so strong that first-day sales at Waldenbooks and Barnes & Noble beat all company records.

At Ingram, *Scarlett* is "the highest demanded book we've ever had," Steve Little, senior vice-president of the book product group, said. Two weeks after publication date of September 25, Little said that demand is continuing and that the company will not be able to fill current backorders until the end of October at the rate inventory is arriving from the publisher.

Warner Books estimated that 500,000 copies of *Scarlett* sold nationwide in the first week after the book was put on sale. As of publication date, the company had 1 million copies in print and has since gone back to press twice for a total of 350,000 copies.

tional copies of the title.

Many booksellers across the country contacted by *PW* echoed the comments of Lois Mendenhall of the Happy Bookseller, Columbia, S.C., who sold 700 copies in the first week and said, "I've never seen a book sell so much so fast—not even Pat Conroy or Ferrol Sams, and that's saying a lot around here."

Mendenhall added that many of the people buying copies "have never been in this store before in their lives." At the same time, she added, "We've also sold it to a lot of our good literary customers."

Women seem to be the primary customers, according to booksellers. Betty Dudding, whose store, Betty's Book Rack, Bartlesville, Okla., sold out its 100 copies in five days, said that only two men bought copies, both as gifts for their wives.

ABC News came to the Arcata Graphics plant in Fairfield, Pa., October 5, to film the production of Scarlett *from printing to finished book. Fairfield, to fulfill its final orders of 1,480,000 copies—1,350,000 for Warner and 130,000 for the book club edition—was printing 50,000 copies a day, which were then shipped directly to bookstores.*

AAP Sales Report for August

Category	% change, August*	% change, YTD
Adult hardcover	-2.5	4.8
Adult paperback	7.3	5.7
Juvenile hardcover	16.2	2.0
Juvenile paperback	19.6	11.7
Univ. pr. hardcover	-15.4	1.8
Univ. pr. paperback	17.8	14.1
Bibles, etc.	-7.3	24.9
Mass market paperback	18.9	3.1
Book club	-2.3	6.9
Mail order	-19.5	1.5
Sci-tech	0.9	2.4
College texts	0.0	-1.8
School texts	0.6	4.2

**Percent changes measured against same time periods, 1990.*

Elise White of Avenue Books, Berkeley, Calif., reported that the main buyers were "women of a certain age who delighted in reading the original and loved the movie and are buying *Scarlett* in an attempt to memorialize the original. We saw the same thing with Katherine Hepburn's *Me*. There's a similarity of buyers."

The many negative reviews of the book seemed to have little effect on sales, booksellers agreed. And in Greenwich, Conn., Just Books' owner Warren Cassell's decidedly negative opinion didn't sway customers. "A cross-section of people are buying the book," he said. "I tell them, 'You don't want to buy it,' and they buy it anyway." When asked why he tried to persuade customers not to buy, he answered, "We have credibility here."

Some booksellers complained about difficulties getting more copies of *Scarlett*. The Happy Bookseller solved this problem in part by buying out the entire stock of *Scarlett* that was on sale at a nearby warehouse club.

Booksellers indicated that they think *Scarlett* will continue to sell at a healthy rate and not drop off relatively quickly the way, for example, Kitty Kelley's *Nancy Reagan* did. "I can't see this trailing off until after Christmas," Donna Paz of Davis-Kidd Booksellers, Nashville, Tenn., said.

Atlanta was the focal point of the book in its first week of sale. On September 28, Ripley appeared for a signing at Rich's department store, which had scheduled her for three hours. Because of the crush of people (some arrived at 6 a.m., four hours before the store opened, with many rushing up down escalators to get to Ripley), the author stayed seven hours and signed over 3000 books, according to Faith Brunson, who coordinated the event for Rich's. The store sold 4200 copies of *Scarlett* in one day and 15,000 the first week.

Ripley also appeared at Oxford Books, signing at least 500 copies, according to Lillian Yeilding, head of publicity and promotions. Because the store had sold out most of its copies the previous day, Oxford sent trucks out to suppliers that morning to pick up enough copies for the signing.

Scarlett fever has spread to its prototype. For the first time in more than 50 years, *Gone with the Wind* is back on *PW*'s bestseller list, at #12.

—JOHN MUTTER, WITH REPORTING BY MARIA HEIDKAMP, MAUREEN O'BRIEN AND NATHALIE OP DE BEECK

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